BUCKINGHAM PROPERTIES PRESENTS

Join us for the
2021 KICK-OFF MEETING
Thursday, December 17th at Noon
Join us on Zoom: https://us02web.zoom.us/j/5858800205
RSVP to Ken Glazer: kglazer@buckprop.com
Dear Community Leader,

Because of the COVID-19 pandemic, we are unable to hold a physical build this year, but food banks' needs are more dire than ever. That’s why we have decided to participate in Canstruction’s Virtual Competition! Instead of a physical build, teams will fundraise and construct their structures virtually. Buckingham Properties is pleased to once again serve as the Presenting Sponsor for what marks Canstruction Rochester’s 12th annual competition. The theme for 2021 is “Imagine The Arts.” Teams may take their inspiration from any traditional categories within the arts: literature (including poetry, drama, story, and so on), the visual arts (painting, drawing, sculpture), the graphic arts (painting, drawing, design), the plastic arts (sculpture, modeling), the decorative arts (enamelwork, furniture design, mosaic, etc.), the performing arts (theatre, dance, music), and architecture.

To participate in the upcoming virtual competition, plan your digital build the same way you would a real build. Builds should be designed out of a total can count that you could realistically build with the funds you raise. Instead of a physical build, teams will be submitting renderings instead. We are hoping these will be advanced versions of the 3D renderings that some teams have completed in the past. Go all out with the visualizations. Render each individual label, put it against a fun background. Do whatever you want to do to make your digital build stand out! Video is welcomed and encouraged. This can be a fly-through of your model, interviews with team members, or a combination of both.

In order to be submitted to the international virtual competition, each team is required to donate a minimum of $1,500 to Foodlink, or the food equivalent.

Included in this packet is all that you need to get started. We will be holding a kick-off meeting on Zoom on Thursday, December 17th at Noon. Please email me to confirm attendance. Submissions for the Virtual Competition are due on Monday, March 1st. If you have any questions, please do not hesitate to call or email. I am always happy discuss the event.

Best Regards,

Ken Glazer
Founder

www.canstructionrochester.com
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<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Time</th>
<th>Details</th>
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<tbody>
<tr>
<td>December 17</td>
<td><strong>Kick-Off Meeting</strong></td>
<td>12:00 pm</td>
<td>Zoom: <a href="https://us02web.zoom.us/j/5858800205">https://us02web.zoom.us/j/5858800205</a></td>
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<tr>
<td>February 1</td>
<td><strong>Team Information Due</strong></td>
<td></td>
<td>Title &amp; Basic Sketch of Design</td>
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<tr>
<td>March 1</td>
<td><strong>Virtual Entries Due</strong></td>
<td>5:00 pm</td>
<td>Email all submission materials to <a href="mailto:kglazer@buckprop.com">kglazer@buckprop.com</a></td>
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<tr>
<td>2-5</td>
<td><strong>Judging</strong></td>
<td></td>
<td>Local judges will review submissions</td>
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<tr>
<td>18</td>
<td><strong>Virtual Awards Banquet</strong></td>
<td>7:00 pm</td>
<td>Zoom</td>
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<tr>
<td>19</td>
<td><strong>Monetary Donations Due to Foodlink</strong></td>
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Official Virtual Competition Manual
Introduction

About Canstruction

Canstruction® was founded in 1992 by the late Cheri Melillo and her colleagues from the Society for Design Administration (SDA). Our vision is to unite design and engineering through a unique and fun medium that will improve the lives of the underprivileged and underserved. Canstruction Competitions are held annually in over 150 cities around the world. Recognized for our commitment to innovation, hunger relief, and collaboration, our work has helped raise over 80 million pounds of food since 1992. Canstruction’s National Headquarters is located in Atlanta, GA, USA and serves as a resource for our volunteer city chapters around the world.

Virtual Competition

Because of COVID-19, not everyone has the chance to participate in our physical builds this year despite food banks’ needs being more dire than ever. That’s where our new virtual competition comes in. Instead of a physical build, teams and individuals have the option to fundraise and construct their structures virtually. Participants can then submit plans and 3D renderings that will go on to compete internationally in the following categories: Best Original Design, Most Cans, Best Use of Labels, People’s Choice, and Best University Design. You'll also have the option to donate your design for a good cause: empowering our youth and university events to create future builds based on your designs and give back to their communities!
Build Rules & Regulations

Overview

Plan your digital build the same way you would a real build. Builds should be designed out of a total can count that you could realistically build with the funds you raise (e.g. $5000 in donations gives you 5000 $1 cans to work with).

Instead of a physical build, teams or individuals will be submitting renderings instead. We are hoping these will be advanced versions of the 3D renderings teams have submitted in the past for our print materials. Go all out with the visualizations. Render each individual label, Put your model against a fun background. Do whatever you want to do to make your digital build stand out! If you want to hand render, or build a scale model and photograph it, that’s ok too!

Almost all other typical data we ask from teams about your build is still needed this year, it just won’t be for a physical build.

**Video of your build is welcome and encouraged** as we will be sharing it on social media like YouTube! This can be a fly-through of your model, interviews with your team members, or a combination of both. Audio is highly recommended. Please host on Vimeo or YouTube and send us the link in your submission.

Size of Structure

Maximum structure size = 10ft L x 10ft W x 10ft H (3m L 3m W x 3m H)
Cans

While research of can types can be done online rather than in stores, an in-store visit to stores will be necessary in order to get specific can dimensions. Builds should still be designed using the specs of actual canned food items. If you need cans with yellow labels for your design colors, find a food can with a yellow label that fits your budget and utilize your can to solve the coloration of your design.

Renderings

Shall be 3D using programs such as Revit, SketchUp, etc. (see examples below in .skp format):

- Angry Birds Example (SketchUp Model)
- Stand Against Hunger Example (SketchUp Model)
- Scales of Hunger Example (SketchUp Model)

Renderings should include a 3D view, plan view, and all relevant issues. PLEASE PROVIDE JPEG OR PNG FILES OF ALL VIEWS.

Food/Beverage

**Non Permissible Items:**
- NO glass containers or alcoholic beverages
- NO junk food (e.g. candy, chips, etc.) or pet food
Non Permissible Items:
- Food of all sizes with labels intact/unaltered
- Beverage cans of all sizes with labels intact (NO alcoholic beverages)
- Bottles/containers of food/beverage with labels intact/unaltered
- Use of boxes, bags and packets of food is acceptable; however, cans must be used for the majority of the structure

Building Materials
Describe any special construction methodologies that would be used to build the structure (e.g. Form for Roman Arch, tube to construct a column, templates needed to be built/cut, etc.)

Non Permissible Items:
- NO wood or metal beams, struts, steel tubes or bracing materials
- NO leveling materials (templates) greater than 1/4” thick (6mm)
- NO sheet metal, steel plates, Fiberock, or glass
- NO permanent adhesives or bonding process (soldering, etc.)

Permissible Items: (provided they do not damage cans or labels)
Describe methodology you would have used to secure cans together, as well as leveling materials needed
- Velcro, magnets, ip-ties, tape, silicone
- Rubber bands, nylon string, wire mesh or wire
- Wood or steel rods, PVC pipe, threaded metal rods
- Leveling materials (templates) not greater than 1/4” thick (6mm)
Examples of approved leveling materials are: cardboard, foam-core, masonite, DF, plywood, plexiglass, fiberglass
Structures MUST be supported internally and externally by canned food and/or beverage cans between leveling materials. Props- Props may be used; however, it is best to solve design problems with food items. (if you must use props try to make them out of food items such as tea or coffee bags, condiment packets, etc.).

Props

Props may be used; however, it is best to solve design problems with food items. (if you must use props try to make them out of food items such as tea or coffee bags, condiment packets, etc.).
Virtual Competition Submissions

Overview

To qualify for the international competition, submissions require:

- Model of structure 3D using programs such as Revit, SketchUp, etc. and three (3) images
- Structure Name:
- Company/Organization Name:
- Team Contact Team:
- Team Contact Email:
- Structure Dimensions:
- Number of Cans Used:
- Structure Mission Statement and Description
- Description of Cans Used (shopping list/bill of lading): - spreadsheet with details
- Amount Donated: Name, logo and website (.jpg or .png) of participating firms on your team

When submitting your design to our international competition, you have the option to give Canstruction ownership of your design for future Canstruction participants in the Youth, University, and custom events to use. These designs will empower our youth and university events to create future builds based on your designs and give back to their communities! Just check the box on the submission form if you want to allow others to use your design.
Award Categories

Every citywide competition can center a structure for each of the following awards and each individual competing can submit their structure for one category:

- Best Original Design
- Most Cans
- Best Use of Labels
- People’s Choice
- Best Meal

Note: There is no structural ingenuity award because it is not possible to judge from photographs. We're instead replacing this category with Best University Design.

Everyone who donates their original design to our youth and university teams use will also be eligible to complete for Best University Design.
Fundraising

Overview

Each chapter is responsible for raising their own donations. Plan your digital build similarly to as you would a real build. Builds should be designed out of a total can count that you could realistically build with the funds you raise. So, if you raise $5000, you could use 5000 $1 cans.

Citywide Chapters

The hope is that each team will donate the actual cost of the structure that they are building (as if this is a regular build). For each team to be eligible to go on to the international competition, they must agree to donate a minimum of $1,500 to their local food relief organization (or the food equivalent. See below under Fundraising Ideas.)

Individuals

For individuals to be eligible to go on to the international competition, they must raise a minimum of $1,000 for their sculpture.
Fundraising Ideas

Corporate Fundraising
Reach out to grocers to make in-kind donations of the actual food in your structure directly to the local food bank. Reach out local businesses, developers, tech startups, restaurants and manufacturers for cash donations. If your event does not have a 501c3 standing, talk to your local food bank about your options or talk to your sponsors about classifying their contributions as marketing dollars.

Individual Donors
Don’t overlook the fact that a majority of your individual donations are likely to come in increments of $10 to $100. Consider asking your friends and family to make contributions.

General Public Donations/ Crowdfunding
Use social media like Facebook, Twitter and YouTube to ask for donations and support or crowdfunding sites including (but not limited to):

- www.classy.org
- www.paypal.com
- www.donorbox.org
- www.square.com
- www.indiegogo.com
- www.kickstarter.com
- www.crowdrise.com

Most crowdfunding sites will allow you to create a profile outlining your target goals, sponsorship packages, prizes, and exactly what their donation will go towards.
Communicating With Donors

When communicating with donors, be sure to:

- Offer event background. Direct them to our website for info on Canstruction.
- Provide a brief description of your Competition plans and goals so they'll immediately know what it's about.
- Make your pitch relevant. Highlight elements that are most relevant to their interests (e.g. pitch grocers or can food manufacturer's since Competitions use canned food)
- Highlight the partner benefits. Let groups know that getting involved in your event can be a good opportunity for them to raise their own visibility and reach new audiences.
- Research their company and know important details.
- Maintain the relationship.
- Keep your donors in the loop with newsletters and emails.
Local Partners

Food Relief Organizations

Canstruction encourages city chapters to donate food raised to their local food bank (i.e. Feeding America) or a nonprofit hunger relief organization. Feeding America is the United States primary distribution center to local pantries, soup kitchens, and other charities.

Contributors and Sponsors

Do not be afraid to reach out to your local community for help. Whether they are in the design and construction industry or not, the exhibition and food donated will all go towards improving the community they live in.

Suggested Sponsors

- Real Estate Developers
- Large corporations and small businesses
- Banks Food Store Chains (discounted food and delivery services)
- Radio stations (free advertising, broadcast from the site)
- Public Relations firms (media coverage by contacting producers and editors)
- Local farmer associations
- Rotary, Kiwanis, Lions club, your local Chamber of Commerce
- Libraries
- Community foundations and investors
- Local government including health, planning, parks and rec
- Food policy councils
- Faith based organizations